

EC'd Yes Last Received: 08/17/2012 10:20 AM Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.	Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
Advertiser () RNC IE	& PLACEMENT, 815 SLATER LANE
Product RNC IE	ALEXANDRIA, VA 22314
Estimate# 3038	Agency C/P1/P2/E 20/446/3038
Buyer Tracey Robinson	Flight Dates 08/18/2012 - 08/24/2012
Phone#	Hiatus Weeks
Fax#	
	Sales Office () PHILADELPHIA
	Salesperson () ANJIE BRADY
	Salesperson Phone# 215-567-6005
	Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

VER 3 ISSUED TO REV DAY/DATE LN 4;
CXL SPOT N/A LN 5 W/MRGD ON LN 39
CONTRACT TOTAL REMAINS \$28,500
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*4	SU	430A-459A	WAVY NEWS-430A	:30	\$200.00	08/19-08/19	1	1	1	\$200.00	
Rating: 1.5												
Buyline Comment: REVISE DAYS/DATES												
Sales Remark: V3 REVISE DAYS/DATES												
V3 More than 2 codes changed												
	*5	F	430A-5A	WAVY NEWS-430A	:30	\$200.00	08/24-08/24	0	0	0	\$0.00	
Rating: 1.5												
Buyline Comment: CXL DUE N/A												
Sales Remark: V3 CXL DUE N/A												
V3 More than 2 codes changed												
	*39	F	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	08/24-08/24	1	1	1	\$200.00	
Rating: 1.5												
Buyline Comment: MKGD FROM LN 5												
Sales Remark: V3 MKGD FROM LN 5												
V3 Added												

--REPORT TOTALS--

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Report Totals: 2 / \$400.00

---SALES MONTHLY TOTALS---

Aug 12: 47 / \$28,500.00
Sales Totals: 47 / \$28,500.00
Station Totals: 47 / \$28,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$69,512	CATV 0%	WAVY 41%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 6%	WVBT 6%	WVEC 20%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE